for an analyte, said binding peptides having a fluorescent residue covalently linked and being constituted by less than 30 amino acids.

10. A method according to any of the claims 1 to 9, characterized by the use of a reagent comprising peptides or derivatives of peptides containing amino acid sequence Ala-Arg-Asn-Arg-Asn or Ala-Arg-Asn-Gly-Asn for quantitation of C-reactive protein.

11. A method according to any of the claims 1 to 10, characterized by the use of a reagent with fluorescent residues with maximum coefficient of absorption at a wavelength above 640 nm.

12. A method according to any of the claims 1 to 11, characterized by the use of a reagent comprising cell lysing substances or anticoagulants or detergents.

13. A method according to any of the claims 1 to 12, characterized by the use of a reagent comprising one or more fluorescent moities selected from the group consisting of fluoresceine, Texas Red, Cy5, other Cy dye, FluorLink substance, other yanin derivatives, Rhodamin, Methyl Rhodamin, Biodypi 630/650-X/MeOH, Biodypi 650/655-X/MeOH, Biodypi FL/MeOH, Biodypi R6G/MeOH, Biodypi TMR-XMeOH Biodypi TR-X/MeOH or other substance from the Biodipy group of substances, Alexa Fluor Dyes of different wavelengths, Ruthenium ligand complexes, lanthanoid elements such as Europium, Samarium or Terbium complex bound to a chelating ligand like DTPA, EDTA or N1.

14. A method according to any of the claims 1 to 13, characterized by that the polarization of the emitted light is measured as a function of time, either as a continuous kinetic reading or a reading of the change in polarization of the emitted light between two

or more time points, or as a measurement of the polarization of the emitted light after a defined point of time.

15. A method according to any of the claims 1 to 14, characterized by that sample material or aliquot of the sample material is constituted by a biological material, or a dilution or an extract or being dissolved from or being filtrated from the said biological material.

16. A method according to any of the claims 1 to 15, characterized by that sample material or aliquot of the sample material is constituted by blood, or blood serum, or blood plasma, or blood cells, or lysate from blood or blood cells, or urine, or cerebrospinal fluid, or tear liquid, or sputum, or semen, or plasma, or semen or material aspirated from the gastro-intestinal tract or feces, or extract or filtrate or suspension of feces, or plant material or extracts thereof, or dissolved plant material or filtrate thereof.

17. A method according to any of the claims 1 to 16, characterized by the use of standards or calibrators comprising known concentrations of the analyte or the analytes, and furthermore wherin the concentration or concentrations of said analyte or analytes in unknown samples is calculated by interpolation of the values obtained from the unknown samples of the standard curve obtained from said known standards or calibrators.

18. A method according to any of the claims 1 to 17, characterized by the use of a standard curve stored in an artificial memory, optionally connected to the fluorescent polarization instrument in use.

19. A method according to any of the claims 1 to 18, characterized by the use of temperature correction algorithms, either generated empirically or theoretically, to

compensate for differences in fluorescence polarization caused by differences in temperature at different time of measurements of standards and unknown samples, or between standards, or between unknown samples.

20. A method according to any of the claims 1 to 19, characterized by being provided in concentrated or dry form, to be diluted or reconstituted before use, the said reagent being provided divided between different compartments for combination into one reagent prior to use.

21. A reagent for the performance of the method according to any of the claims 1 to 20, characterized in that said reagent comprise at least one type of binding molecule with specific affinity for one or more of the said analytes, and said reagent furthermore comprises fluorescent moities covalently linked to the said binding molecules or fluorescent analogues of or fluorescent fragments of or fluorescent derivatives of said analyte or analytes.

23. A reagent according to claims 21 to 22, characterized in comprising binding molecules with specific affinity for one or more of the said analytes and optionally with fluorescent moities with absorption maximum between 600 nm and 1000 nm, preferably exceeding 620 nm, more preferably exceeding 640 nm, covalently linked to the said binding molecules, and said binding molecules being either of peptide or aptamer composition or being synthetic binders, optionally being identified by combinatory chemistry techniques or phage display or nucleic acid technology.

24. A reagent according to claims 21 to 23, characterized in being as assay reagent comprising peptide binders or binders of derivatives of peptides, including fluorescent